

CLAIMS

1. A system for adaptively rendering, to users of a network application, a plurality of content pages generated from among a plurality of content objects created by an author of the application, the system comprising:
- (a) a database of information relating to the application and its users, and including at least one of the following types of information:
 - (i) user profile data;
 - (ii) user platform data;
 - (iii) observed user behavioral data;
 - (iv) aggregate or cumulative profile, platform, or behavioral data from multiple users; and
 - (v) application state data;
 - (b) one or more application rules for directing the system to select dynamically:
 - (i) one or more of the plurality of content objects, referenced implicitly in the rules via an expression that relates to one or more goals of the author;
 - (ii) one or more users of the application that may receive the selected content objects; and
 - (iii) one or more application state conditions under which the selected content will be delivered to the selected users;
- and
- (c) an engine for interpreting the application rules dynamically and generating and delivering content pages over the network to users of the application.

2. A system for adaptively rendering, to users of a network application, a plurality of content pages generated from among a plurality of content objects created by an author of the application, the system comprising:
- (a) one or more databases for storing information relating to the application and its users, including:

- 6 (i) individual (and/or cumulative or aggregate) user profile, platform and/or
7 behavioral data;
8 (ii) content objects created by the author of the application at a plurality of levels of
9 abstraction, including a plurality of interconnected pages and a plurality of intra-
10 page content objects;
11 (iii) application state data; and
12 (iv) application rules directing the system to select one or more of the content objects
13 for delivery to one or more users of the application if one or more conditions
14 relating to the application state data are satisfied;

15 and

- 16 (b) a dynamic content composition engine for interpreting the application rules dynamically
17 and generating and delivering content pages over the network to users of the application,
18 the engine including:
19 (i) a first manager for interpreting the application rules to select page content objects
20 to be delivered to users of the application; and
21 (ii) a second manager for interpreting the application rules to select intra-page content
22 objects, wherein the content pages delivered to users are generated in part by
23 including the selected intra-page content objects within the selected page content
24 objects.

1 3. A method for adaptively rendering, to users of a network application, a plurality of content pages
2 generated from among a plurality of content objects created by an author of the application, the method
3 comprising the following steps:

- 4 (a) storing in a database information relating to the application and its users, and
5 including at least one of the following types of information:
6 (i) user profile data;
7 (ii) user platform data;
8 (iii) observed user behavioral data;

- 9 (iv) aggregate or cumulative profile, platform or behavioral data from
10 multiple users; and
11 (v) application state data;
12 (b) creating one or more application rules for directing the system to select dynamically:
13 (i) one or more of the plurality of content objects, referenced implicitly in the rules
14 via an expression that relates to one or more goals of the author;
15 (ii) one or more users of the application that may receive the selected content objects;
16 and
17 (iii) one or more application state conditions under which the selected content will be
18 delivered to the selected users;
19 and
20 (c) interpreting the application rules dynamically and generating and delivering content
21 pages over the network to users of the application.